



Privacy Policy

Updated October 3, 2026 | Original policy effective April 30, 2026

Your local farm records, website membership and public profiles are separate services. This policy explains what stays on your device, what is processed online and the choices you control.

1. Who we are and what this policy covers

FarmerMind AI LLC (“FarmerMind,” “we,” “us” or “our”) builds agricultural decision-support software for farmers, extension offices and agricultural organizations. The data generated on a farm belongs to the farmer. This policy explains what information we process, why we process it, who receives it and the choices and rights you have.

This policy covers the FarmerMind applications for Windows and Android (the App); farmermind.ai and its subdomains (the Site); website accounts, applications and public company and farmer profiles; optional Farmer Analytics; and our sales, support and marketing communications. The current Windows description is based on Rev474. Features and safeguards vary by installed edition and platform. A planned service is available only when separately enabled and offered to you.

Core desktop farm records use local profiles. Website applications and public listings use separate Wix member accounts. Website membership does not itself give FarmerMind access to records stored only in the App. Website forms, uploads, purchases and support messages involve online processing and must not be confused with local App storage.

FarmerMind AI provides agricultural software for supported Windows and Android devices owned or controlled by the user. Security on those devices depends on the operating system, configuration and installed edition. Earlier purchases and services retain their applicable terms, privacy and security commitments, warranties and remedies.

By using our Services, you agree to the practices described in this Privacy Policy. If you do not agree, please do not use the Services.

2. Definitions

“Personal Information” means information that identifies, relates to or could reasonably be linked to a person or household. Where applicable law uses “personal data,” we treat the terms as equivalent for this policy. “Processing” includes collecting, using, storing, disclosing and deleting information.

“Aggregated Data” means information combined with information about other users and stripped of direct identifiers so that it no longer identifies an individual. “De-identified Data” means information from which direct identifiers have been removed and for which we maintain technical and organizational measures to prevent re-identification. A hash, session identifier or the removal of a name does not by itself make information anonymous.

“You” means a person using our services, including a farmer, extension officer, institutional customer, researcher or Site visitor.



3. Local App records and voluntary sharing

FarmerMind for Windows stores local farm profiles, plot details, calendars, tasks, reports, guidance outputs, supplied images, weather, price and yield queries and cached results, Farm Books ledger entries, directory preferences and activity logs on the computer. Local profiles are separate from website accounts and public-profile applications. Available data and tools depend on the installed edition.

Records held only on your device are not accessible to FarmerMind. You may choose to export or print a report, share a file using your operating system, send information with a support request, or use a separately consented reporting feature described below. These actions are distinct from ordinary local recordkeeping. Send only the information needed and remove unrelated personal information, passwords and payment details.

In the standard Windows Rev474 configuration, cloud image diagnosis, offline image diagnosis and crop-photo contribution are disabled. Adding an image creates local records; a metadata-stripped working copy does not erase the supplied original bytes. Website profile portraits are intentional uploads and are covered below. Consent to publish a portrait does not authorize transfer of local crop photographs or their use for model improvement.

4. Optional reporting and separate consent

Windows offers a preview before you save a usage report. In the standard Windows “Save usage metrics” workflow, Save writes a ZIP file to your Downloads folder; it does not send that report to FarmerMind. The export can include usage information, issue descriptions you entered and quoted on-screen results, which may contain farm or personal information. Review the file before sharing it outside the App.

Saving a local report does not authorize FarmerMind to retain photographs for research or use them for model improvement. We require separate, explicit choices for report delivery, photo retention and model improvement. These choices are off by default when a service offers them; one choice does not grant another. The current standard Windows local-save workflow does not offer an operative photo-contribution or model-improvement service. Any future service must explain its information use and obtain the applicable separate opt-in. Existing withdrawal and deletion rights continue for information previously shared.

Android prepares farm reports locally. Where a report offers the system share sheet, you choose the receiving app or destination. A report may contain the farm information and identifying details you included, so review it before sharing. The standard app configuration does not automatically email reports to FarmerMind. Report sharing does not grant permission for separate photo research or model-improvement uses.

Earlier consent-based reporting arrangements do not authorize background App reporting. Configured or older reporting services may retain separate delivery and retry paths; any delivery remains subject to the existing applicable consent. There is no permission to treat a local Save action as approval for a later upload, photo-retention service or model-improvement use. You may withdraw previously given consent through the relevant privacy controls or by contacting FarmerMind.



5. Connected features and external services

Local records, bundled guidance and previously cached information can be used without a connection where supported by the installed edition. Fresh online information, connected services, downloads and updates require connectivity. Connected requests and website visits are separate from local App storage.

When used, weather and satellite features communicate with external providers. Windows weather requests send MET Norway the selected coordinates rounded to four decimal places and an application User-Agent. This is location information, not an anonymous city-level label. Earth Search, Sentinel-2 asset services and Copernicus services may receive a plot bounding box, date range and requests for imagery. A configured Copernicus authentication service uses credentials supplied by the user. Store links and company-profile links open external services in a browser. These requests can reveal an IP address, request headers and other network information to their recipients. Available providers and requests depend on the installed edition and configuration.

The reviewed Android source uses a user-selected location action and the system photo picker. It does not request background location, camera access or broad photo-library access. Alerts are shown in FarmerMind's in-app notification inbox; this edition does not request Android notification or exact-alarm permissions. Availability of location and nearby-network functions depends on the installed build and its permissions.

A visited website may process browser and network information. Website profile visits and outgoing website-link events are separate from local OS activity. Website counts do not measure offline directory views or prove how many people read a profile inside the OS.

6. Marketplace directory and public profiles

The current Windows Marketplace is a directory of reviewed business and farmer profiles included with OS updates. You can browse the profiles available for your selected country. It does not provide person-to-person chat or transactions. Your private farm records and local OS profile are not automatically published. Publication uses separately reviewed information and your publication consent.

Business listings may show an approved business name, logo, description, products or services, business address and markets served. A business link opens its public FarmerMind company page in your browser; choosing to visit the company's own website is a separate action. Farmer listings may show an approved portrait, display name, farm name, country, region, community, crops and a brief biography. Farmer listings do not provide contact details or precise farm locations. Features and safeguards of earlier editions apply only where those earlier services are used; this update does not reduce accrued rights.

Directory information is included in the installed OS edition. New listings and revisions reach the OS through updates. A website change does not instantly alter an offline copy. Public information may remain in installed directories, third-party caches or other copies until those copies are updated or removed.



7. Information we receive directly

When you create a website account, apply for a profile, subscribe, make a purchase, contact support or communicate with us, we receive the information necessary for that activity. This may include your name, email address, country, business or farm details, relevant contact information, billing details, application declarations, uploaded content, support correspondence, subscription scope and marketing preferences.

Payment-card details are handled by the payment services used at checkout, including Stripe or Wix Payments, and are not stored by FarmerMind. Google Play and the Microsoft Store handle their own download and payment records under their policies, and provide us with aggregate reporting.

Records from earlier purchases or support requests may include contact, billing and delivery addresses, phone numbers, product or order identifiers, delivery and tracking information, and information supplied by authorized resellers, distributors or institutional purchasers. These records remain subject to the applicable prior commitments and the retention rules below; they do not describe services included with a current software download.

We may receive transaction status and fraud signals from payment processors, delivery information from providers involved in earlier transactions, and information from public sources where you have publicly identified yourself in connection with your farm or organization. We do not collect biometric identifiers, Social Security numbers or equivalent identifiers, government identification beyond applicable tax or customs necessity, or precise real-time location from the App or previously supplied products for FarmerMind's own collection. Location requests sent directly to a data provider are described separately above.

8. Website hosting, cookies and accounts

Wix hosts the Site, forms, member accounts and related website records. Website hosting may process IP addresses, browser type and version, operating system, referring URLs and pages visited. Cookies and similar technologies support site operation, preferences, transaction security and measurement. The Wix cookie banner provides controls for available cookie categories and preferences.

Private account, application-review and billing records support administration and are not public farmer-profile fields. A private review packet does not establish account ownership or payment. Earlier statements that FarmerMind did not use third-party cloud hosting do not describe the current Wix-hosted website services.

9. Applications, portraits and public profiles

A farmer-profile application asks for a contact email, display name, optional farm name, country, general area, crops, a short description and a real portrait. It also records adult and publication declarations and a separate optional marketing choice. Farmer-profile applicants must be at least 18. Do not upload identity documents, an exact farm address, private contact details or a portrait containing other people.



The contact email, raw upload reference and review records are used to handle the application and are not included in the public farmer directory. When an approved profile is activated and published, its public information is limited to the display name, optional farm name, reviewed portrait, country, general area, crops and short description. Farmer profiles do not provide chat, private contact details or exact farm locations.

Company public pages may show the approved business description, logo, products, markets served and business links or contact information intended for publication. Representative and private account information are not intended for the public OS directory.

We review information before publication. For OS bundling, the operator photo-preparation step creates a resized JPEG and removes source location and camera metadata. This does not mean that an original upload contains no metadata or has already been deleted from Wix. Raw submissions and review packets remain separate from the public OS catalog.

Submitting an application does not itself approve a profile, publish it, activate a trial or authorize payment. The new automated workflow remains unavailable until its required checks are complete. A complete approved profile waits for confirmed OS publication and a start date manually entered by FarmerMind AI on or after publication. Planned farmer share links, groups and loyalty services are not activated by this policy.

10. Company profile opens and website clicks

Opening a company-profile link sends your browser to the FarmerMind website. Selecting “Visit company website” opens the company’s own site, whose privacy practices apply. The profile open and the outbound website click are separate events.

Company analytics records may include the event and action type, timestamp, company identifier, destination URL, referring and public-profile URLs, campaign fields, session or pseudonymous visitor identifiers, device type and a reported country value. A reported country or a pseudonymous identifier is not verification of a person’s identity or physical location.

Where available, company reports distinguish recorded profile opens from recorded outbound company-website clicks. Repeated events count. Totals cover all time and the last 7 and 30 days; outbound-click reporting also includes daily activity and a seven-day trend using America/Chicago dates. Counts are not unique people, verified human visitors, destination-page loads, inquiries, sales or total Windows or Android reach. Missing or failed reporting is not zero activity. Website reporting does not measure local offline directory views.

11. How we use information

We use Personal Information to provide the services you request, administer applications and accounts, fulfill purchases, provide receipts and support, prepare software updates, maintain and improve the Site and services, and protect against fraud, abuse and security incidents. Earlier order and warranty records are used to fulfill the commitments applicable to those purchases.

Where an optional Farmer Analytics service is offered and you opt in, it uses Aggregated and De-identified Data for district-, regional- or country-level agricultural insights. Institutional



subscribers do not receive information identifying individual farmers. Installing an App or creating a website account does not enroll local records in shared analytics. This description does not establish that a current reporting or subscription service is available.

We use contact information for service messages such as application and account notices, order confirmations, security notices and material policy changes. Marketing is governed by the separate choices described below. We also use information as necessary to comply with tax, customs where applicable, export-control, consumer-protection and data-protection obligations.

We do not sell Personal Information, share it with advertising networks or use it to train third-party foundation models. The existing app-specific policy excludes sending images or records to third-party AI services. Optional FarmerMind model-improvement consent is separate from report delivery and photo-retention consent.

12. Marketing, loyalty and your choices

Marketing participation is separate from account registration, profile publication, paid membership, group interest and referrals. A form submission, website account or referral does not automatically enroll you in a referral-email campaign. Eligibility must respect the purpose for which an address was collected, recorded consent, unsubscribe and suppression choices.

We send marketing to people who opted in or have an applicable legitimate-interest relationship with FarmerMind, such as eligible institutional and extension-office B2B contacts, subject to applicable law and their rights. Optional analytics sharing, non-transactional marketing where consent is required and other consent-based processing require the relevant consent. You may unsubscribe through the link in a marketing email or by contacting info@farmermind.ai. Unsubscribing does not stop necessary transactional messages.

The new loyalty program remains inactive. When enabled, Wix and FarmerMind process an account-linked points balance, daily-visit award dates, referral attribution, qualifying purchase and refund status, and reward issuance or redemption records. These records support the requested program, prevent duplicate rewards and reconcile failures. Each member sees only their own balance and rewards. A daily award is limited to the first authenticated visit each UTC day. A loyalty code or link is not a password. Do not place private customer information in a shared URL. The Advertising Disclosure explains the earning and redemption schedule.

13. Legal bases for processing

Where the EU GDPR, UK GDPR or a substantially similar law applies, our bases are: performance of a contract to fulfill orders, provide support and deliver purchased services; legitimate interests to operate and improve services, maintain security, prevent fraud and conduct eligible B2B outreach, where those interests are not overridden by your rights; consent for optional analytics sharing, non-transactional marketing and processing for which consent is legally required; and legal obligations, including applicable tax, export-control and data-protection duties. You may withdraw consent at any time.



14. Who receives information

We share Personal Information only in the limited circumstances described here. Vetted service providers process information for us under written agreements that restrict its use. These include Wix for the website and related records, Stripe and Wix Payments for payment processing, and Zoho Campaigns and Zoho Mail for communications. Records from earlier deliveries may involve the applicable provider, including USPS, UPS, FedEx or DHL.

Institutional Farmer Analytics subscribers receive only the Aggregated and De-identified Data described above, not information identifying individual farmers. If FarmerMind is involved in a merger, acquisition, financing, reorganization or asset sale, information may be transferred as part of that transaction; we will notify you of the transfer and any resulting policy change.

We may disclose information when required by subpoena, court order or other legal process, to comply with law, to enforce applicable agreements or to protect the rights, property or safety of FarmerMind, users or the public. We may also share at your direction, such as when you ask us to provide a farm report to your agronomist.

We do not sell Personal Information or “share” it for cross-context behavioral advertising as defined by the CCPA/CPRA. We do not share Personal Information with advertising networks. Third-party websites and services linked from FarmerMind operate under their own policies; this policy does not control those third parties.

The App’s privacy commitments exclude third-party advertising, tracking and analytics SDKs. A clearly labeled paid directory entry is distinct from an advertising SDK, and website event reporting is described separately in this policy. Those distinctions do not authorize advertising-network sharing of Personal Information.

15. Retention, deletion and offline copies

We retain Personal Information only as long as necessary for the purposes described in this policy and applicable obligations. Order and tax records are retained for seven years. Support tickets are retained for three years from closure. Marketing contact records are retained until you unsubscribe, followed by twelve months for suppression-list purposes. Suppression retention supports your opt-out choice; it is not permission to resume marketing.

We retain Aggregated and De-identified Data indefinitely when it no longer constitutes Personal Information. A hash, session identifier or still-identifiable record is not made anonymous by that retention classification. When the applicable retention period expires, we delete or de-identify the information.

Use the available controls to manage local records and backups. Local information remains under your control until it is deleted or the relevant storage is cleared. Uninstalling the Windows App may not remove reports saved to Downloads, exported files, separate backups or copies you have shared. Delete those copies separately where needed. A website account change does not automatically erase local files. Android app-private records are deleted through the platform’s applicable app-data removal controls; copies you deliberately export or share must be handled separately.



Listing removal and deletion of private records are separate actions. Billing, fraud-prevention and other necessary records may remain for the stated purposes and obligations. Withdrawn public information may persist in third-party caches or in offline OS directories until those copies are updated; we do not promise immediate deletion from those copies.

16. Security and platform boundaries

We remain responsible for our published technical and organizational security commitments, including encryption in transit and at rest for our infrastructure, least-privilege access, multi-factor authentication for administrative systems, network segmentation, confidentiality arrangements, background checks for personnel with access to Personal Information and documented incident response. These commitments are distinct from a guarantee about every user-owned device. No system is perfectly secure. If we become aware of a security incident affecting Personal Information, we will notify affected people and the appropriate regulators consistent with applicable law.

Windows local records are stored within the user's profile and protected by that account and any disk encryption enabled on the computer. This is not an assurance that the entire Windows device is encrypted. Android uses app-private storage and operating-system protections; the protections available depend on the device and installed edition. Exported files and copies shared with another service are handled separately.

Previously published security commitments remain applicable to the purchases and services for which they were made. They do not establish the security configuration of a user-owned Windows computer or Android phone. This software-focused description does not waive those earlier commitments or accrued rights.

Android release qualification. Earlier Android notices described exclusion of cloud backup and device transfer and encryption for optional local peer sharing. Those safeguards must not be assumed for every installed package. The inspected Android 3.0.633 bundle allows operating-system backup; encryption of the implemented local-sharing path has not been established. This finding does not show that a backup or interception occurred. Avoid sharing sensitive information in reliance on those unverified safeguards. The current Windows Rev474 directory does not use that peer-sharing feature. Earlier privacy commitments and accrued rights remain enforceable as applicable; this clarification does not waive them or authorize a new use of information.

17. International processing and transfers

FarmerMind is headquartered in San Antonio, Texas. Personal Information we collect is processed in the United States. Zoho email services may process communications on servers outside the United States.

For transfers out of the EEA, UK or Switzerland, we rely on the European Commission's Standard Contractual Clauses and, where applicable, the UK International Data Transfer Addendum. Transfers from Ghana, Nigeria or other African jurisdictions are subject to their applicable cross-border requirements. Applicable data-subject rights remain available.



18. Your rights and how to use them

Depending on where you live, you may have rights of access, correction, deletion, portability, restriction of or objection to processing, withdrawal of consent and non-discrimination for exercising your rights. You may ask to correct profile information, withdraw publication consent or request deletion. We may verify identity or account ownership before acting and will respond within the time required by applicable law, generally 30-45 days.

EEA, UK and Swiss residents may exercise their applicable rights and complain to their national data-protection authority, including the UK Information Commissioner's Office. California residents also have applicable rights to limit the use of sensitive Personal Information and opt out of sale or sharing. We honor applicable opt-out preference signals such as Global Privacy Control.

Ghana residents have applicable rights under the Data Protection Act, 2012 (Act 843), including access, correction, deletion and complaints to the Data Protection Commission. Nigeria residents have applicable rights under the Nigeria Data Protection Act, 2023, including access, correction, deletion, portability and complaints to the Nigeria Data Protection Commission.

You control records stored only on your device; we cannot retrieve or erase local-only files that we do not receive. A request concerning information already shared with us, website applications or a public profile is different and can be made through the contact routes below. Never send a password, payment-card information or unnecessary identity documentation with a request.

19. Children and farmer-profile eligibility

Our services are not directed to children under 13 and we do not knowingly collect their Personal Information. If we learn that we collected information from a child under 13 without verifiable parental consent, we will delete it. Contact us if you believe a child has provided information.

For EEA and UK users, the minimum information-society-service consent age is 16 unless applicable law sets a lower age, not below 13. Farmer-profile applications have a separate minimum age of 18. These separate rules do not authorize a minor to publish a farmer profile.

20. AI outputs and decisions

FarmerMind provides agricultural recommendations, diagnostic guidance, yield estimates and similar decision-support outputs. They may be incomplete, incorrect or out of date and do not replace your judgment or qualified local advice. They do not produce legal or similarly significant effects on you without human review. Follow applicable product labels and local rules for treatment decisions. See the applicable Software License Agreement for further limitations.

21. Governing law and mandatory rights

This policy and non-contractual obligations arising from it are governed by Texas law, without regard to conflict-of-laws principles. Claims relating to this policy are subject to the state or federal courts in Bexar County, Texas, and the parties consent to that jurisdiction and venue, except to the extent mandatory law requires otherwise. This provision does not limit mandatory data-protection rights, including applicable EU GDPR, UK GDPR, CCPA/CPRA, Ghanaian and Nigerian rights.



22. Changes to this policy

We may update this policy from time to time. When we make material changes, we will notify you by posting the updated policy on the Site with a new Last Updated date; for registered account holders and Farmer Analytics subscribers, sending an email notice; and, where required by law, obtaining your renewed consent. Continued use of the Services after the Effective Date of an updated Policy constitutes acceptance of that update.

This update clarifies service and platform boundaries and does not retroactively reduce accrued privacy rights or authorize a new use of information. The original policy took effect on April 30, 2026, with the Marketplace supplement dated September 30, 2026. Any material change remains subject to the notice and renewed-consent requirements above. Publishing this explanation does not itself satisfy those requirements.

23. Contact FarmerMind

FarmerMind AI LLC, San Antonio, Texas, United States. For privacy questions, access or deletion requests, use privacy@farmermind.ai or the previously published info@farmermind.ai. For publication corrections or withdrawal requests, info@farmermind.ai remains the published contact. Include only the information needed to identify the account, listing or request.